

AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1-11. (Canceled)

12. (Currently Amended) The shopping portal according to claim ~~44~~17, further comprising:

means for communicating to the affinity groups the identity of the shopper responsible for each distribution made by the distributing means.

13. (Original) The shopping portal according to claim 12, wherein if the identifying means does not identify a received shopper that is responsible for a distribution being made by the distributing means, then the communicating means indicates that the distribution is made anonymously.

14. (Original) The shopping portal according to claim 13, wherein the forwarding means permits shoppers to choose which shopping site they are forwarded to from a plurality of different shopping sites.

15. (Original) The shopping portal according to claim 14, wherein the portion distributed by the distributing means is based upon an amount of purchases observed by the monitoring means.

16. (Original) The shopping portal according to claim 15, wherein the communications network is the Internet.

17. (Currently Amended) ~~The A shopping portal according to claim 11,~~
~~further comprising:~~

means for maintaining a presence on a communications network such that shoppers

employing the communications network can be received;

_____ means for identifying received shoppers;

_____ means for forwarding shoppers to selected shopping sites maintained on the communications network;

_____ means for monitoring forwarded shoppers activities at the shopping sites to which the shoppers are forwarded;

_____ means for obtaining click through fees based upon the monitored activities of shoppers at the shopping sites to which the shoppers were forwarded;

_____ means for distributing a portion of each obtained click through fee to an affinity group associated with the shopper responsible for generating the click through fee;

_____ means for reporting to shoppers an amount distributed to the shoppers' associated affinity groups by the distributing means; and

_____ customizing means for a representative of an affinity group to create a customized shopping portal web site for the affinity group.

18. (New) The shopping portal of claim 17, wherein the customizing means includes a creation application accessible by the representative over the communications network.

19. (New) The shopping portal of claim 18, wherein the creation application collects data used to dynamically create a program that provides the customized web site.

20. (New) The shopping portal of claim 19, wherein the data is collected via a series of prompts or web pages provided to the representative.

21. (New) The shopping portal of claim 19, wherein the collected data includes information about the affinity group for which the customized web site is being created.

22. (New) The shopping portal of claim 19, wherein the collected data includes a selection of a template that dictates the physical layout of the customized web site.

23. (New) The shopping portal of claim 22, wherein the collected data includes a selection of one or more colors to be used at particular locations in the layout of the customized web site.

24. (New) A method for creating a customized shopping portal for an affinity group, said customized shopping portal being accessible by shoppers over a communication network and referring shoppers to shopping sites on the communications network such that upon the shoppers making purchases at the shopping sites a fee is generated at least a portion of which is returned to the affinity group, said method comprising:

- (a) maintaining a server on the communication network;
- (b) supporting a portal creation application on the server, said application being accessible over the communications network;
- (c) collecting data via the application from a representative of the affinity group accessing the application over the communications network; and
- (d) using the collected data to dynamically create a program that provides the customized shopping portal.

25. (New) The method of claim 24, wherein step (c) comprises:
providing a series of prompts or web pages to the representative to collect the data from the representative.

26. (New) The method of claim 25, wherein the collected data includes information about the affinity group for which the customized shopping portal is being created.

27. (New) The method of claim 26, wherein the collected data includes a selection of a template that dictates the physical layout of the customized shopping portal.

28. (New) The method of claim 27, wherein the collected data includes a selection of one or more colors to be used at particular locations in the layout of the customized shopping portal.